

## **Board Minutes - April 20, 2002**

Meeting was brought to order by Jeff Blavatt at 1.56 p.m. in College Union Building, room 230.

**Present:** Jeffrey Blavatt, '88 President, Laurie Baty '76, Vice President for Administration; Cathleen Bonner '94, Secretary; Jesse Diner '69, Vice President/Treasurer; Paul Hopke '87, Vice President for Outreach; Kathy Krautter '85, Vice President for Campus Programs; Troy Geesaman, '86; Bill Hockenberry, Jr '61; Helen Hohman '75, Barry Kain '61; Frank Nieves-Fernandez '82; David Sowers '97; John "Buck" Stahle '40; Phyllis Hicks Utterback '58, Jack Vandever '62; Claudia Bard Veich '80 (via conference call); Debra Anders Weaver '92; Susan Gibble Woolf '57; and Joe Lynch '85, Ex-Officio.

**Absent:** Kathy Bloomfield '76; Troy Datcher '90; Bruce Guenther '65; Bob MacFarland '67

**Guests:** Ann Masucci '04, Co-Chair of the Student Alumni Association; Lex McMillan, Development Office; Bill Wilson, Information Resources.

President Blavatt reviewed the agenda for the meeting.

### **Officers' Reports**

#### **President's Report**

May 17 and 18 is Commencement Weekend. This year's speaker is Senator George Mitchell. May 30 and 31 is Alumni College. June 1 is Collation/Reunion.

The Campaign total so far is \$54.6 million-we are running a little bit behind, but the final outcome is looking optimistic. This has been one of our best years in terms of fundraising.

President Blavatt personally thanked the Nomination Committee for their work.

After this meeting, minutes will come electronically to members to conserve paper and reduce paperwork.

Welcome guest Ann Masucci to the meeting.

#### **Secretary's Report**

Cathleen Bonner asked for any corrections to the February 9, 2002 minutes. Deb Anders pointed out that her name was misspelled: it should read Debra instead of Deborah.

Laurie Baty moved that the minutes be approved with corrections and Kathy Krautter seconded the motion. The motion was carried unanimously.

### **Treasurer's Report**

Jesse Diner reviewed the Board budget, as illustrated on the gray colored sheet distributed, entitled "Gettysburg Alumni Association Financial Report March 31, 2002." The Board should be able to deposit approximately \$15,000 into the account, resulting from profits resulting from alumni directory sales.

Regarding the 2004 Committee, \$284,000 is the present total of Board pledges and gifts. We have four Directors who have not pledged yet, as compared to eight as of the last Board meeting. Our Board's goal was \$500,000, so we are three-fifths of the way there. In terms of Cupola Society memberships, fifteen out of twenty-five Directors have paid or pledged a gift. We have already met our goal of fifteen Board members having joined the C.S. or C.S.A. We have stepped up and given, which demonstrates leadership. In terms of the affinity card, we have only 117 cards as of March, generating \$352.00. Not everyone received the mailing-ones who already have an MBNA card did not receive it. Laurie made a motion to have MBNA come here for Reunion weekend, which Jesse seconded this would give us an opportunity to have more sign up. However, that would mean that we would only get \$1 per application, versus \$25 if it was applied for through the College. Joe will investigate how to get the \$25. Motion carried with three abstentions. Joe will try to have the Alumni Office set up a table ourselves for Homecoming and present undergraduates from signing up. Joe is charged with contacting MBNA to come to Reunion.

### **Committee Reports**

Administration and Awards The Administration and Awards committee was recently charged with generating ideas for a process that would outline how Directors would change committee assignments. This will fall under New Business.

### **Campus Programs**

Don Burden reported that Homecoming will be held during October 18-20. At the last meeting, Don covered Homecoming details, but since then, some revisions have been made, so the event

and the committee will continue to have their conference calls, with Kathy Casey being the staff member from the Office covering planning weekend logistics. A "Gettysburg" feel will be continued for the picnic and lunch under the tent, such as inviting the Dobbins House and Farnsworth House restraints catering food. Retired faculty will be encouraged to attend the event, which will engage alumni who want to meet and see their old faculty members. The committee also looked through the Alumni Weekend schedule and came up with four areas for the Board to have a high profile role in the weekend apart from the Collation Ceremony, such as the Parade, being greeters at picnic, and handing out beach balls. A sign up sheet will be passed around for Directors to staff these areas. Some exciting news, is that groups who have come forward to the Campus Programs committee, expressing an interest in having an Affinity reunion. Don Burden has been in touch with the Owl & Nightingale Players, and a Baseball affinity group will be happening at Reunion Weekend-a Director volunteer is being sought to be a liaison for the Baseball group. (Don will lead the marching band group this year.) Kathy will be leading the Choir group at Homecoming. Troy Datcher will be the contact for a Student Senate reunion. The idea of a Soccer-group reunion was suggested, but Kathy Casey informed the committee that one already occurred for that group. The committee is going to continue to try and be involved with the Board of Fellows, as well as the internship office, which is in the process of being merged with Career Planning and Advising. This will be done in the fall. Regarding the Alumni Magazine, the committee met this morning with some of the Magazine staff. The last two magazines were reviewed, and it is clear that the Staff has been listening to our feedback. They are interested in having folks who have a background in advertising and/or marketing to serve on the committee. They are also looking for ideas on stories, but a long lead time is necessary, so that needs to be communicated. The Magazine really wants to have a focus on interesting alumni.

## **Outreach**

Paul Hopke reported that only three alumni clubs applied for the Bob Smith Award. The committee also fielded more questions than usual about what the BOD actually does. The New York, Washington D.C., and Philadelphia clubs offered suggestions about how to help the Board. A motion for the New York City club to be winner of the award by made by Paul. Laurie seconded the motion. Discussion followed, with Kathy asking about how competitive the other clubs were in the overall running. It was surmised that the low turn out may indicate that some clubs thought that they wouldn't be in the running because of little programming, etc. The factor that some clubs might be smaller than NYC, D.C., etc. brought on discussion that a "most improved" club award might be warranted. Kathy asked Jeff to send a First-Year Send Off invitation to our Board again so that as many members of the Board might come out as possible. Joe added that it might be a good idea, to have a current parents speak as well as current students at the Send Off events.

The motion passed unanimously. A joint event hosted by Campus Program and Outreach committees went well in terms of our attendance at the Continental Breakfast this morning and the Exposition w/ Frisbee handouts. It would be a good idea next time to make sure our handouts have "Alumni Association" printed on it. (This would have been done with year's Frisbees, but a problem on the vendor's end meant that they were sans the "AA" label. We now have a credit from the vendor for our next order.) Favorable comments for the labeling next time. The next Outreach event preferred would be to host a Senior Social. It is too late in the year to plan for the Class of 2002, but holding it the night before the next Board of Trustees meeting would be nice, as well as having contact with more Trustees this year. As a side note, the College has a packet they will be handing out that lists where Seniors will be living next year; this will give Alumni Clubs an idea how many new alumni will be in each area. There is also discussion to include an address change card in the Alumni Magazine, but questions arose, that since third class mail is not forwarded, it may not make sense to have it in that kind of mailing. An additional sign up sheet is being passed around the meeting for Directors to sign up for handing out the blue books and senior gifts at Commencement Weekend, May 3. Jeff Blavatt recognized Paul and Kathy with gifts for their four years of service to the Board as officers.

## **Old Business**

Jeff Blavatt asked Directors if any other comments or updates needed to be made to the Strategic Plan. Having no feedback, the Plan will be considered finished and will become an official document.

## **New Business**

### **Nominating Committee Report**

Phyllis Utterback thanked Bill Hockenberry for giving the committee report at the last BOD meeting. This has been the final year which necessitates that some Directors' terms were different from others. For example, some Directors were elected for four years, and some were elected for two year terms. Because the turnover rate should be staggered for continuity, this will be the last year of one year terms. So, what they did as a committee, was...

*Paul Hopke "captured" for his bachelor party at 2.39 p.m.*

...poll twelve members for eligibility for a one year or four year term; based on feedback, this is their report:

## BOARD MEMBERS

Current Board members renominated for a four-year term:

Laurie Baty '76  
Jesse Diner '69  
Bill Hockenberry '61  
Frank Nieves '82  
Jack Vandever '62  
Sue Gibble Wolf '57

Current Board members renominated for a one-year term:

Paul Hopke '87  
Barry Kain '61  
Kathy Krautter '85  
John (Buck) Stahle '40

## OFFICERS

Officers renominated to serve for a one-year term:

President - Jeffrey Blavatt '88  
Vice President/Treasurer - Jesse Diner '69  
Vice President for Administration - Laurie Baty '76  
Recording Secretary - Cathleen Bonner '94

New officers nominated to serve one-year term:

Vice President for Campus Programs - Don Burden '63  
Vice President for Outreach - Troy Geesaman '86

Phyllis motioned for four-year term renewals. Troy seconded. No discussion ensued. Motion carries unanimously.

Phyllis then motioned for one-year term renewals. Jesse seconded. No discussion ensued. Motion carries unanimously. Note: Directors are eligible for another four-year term if they wish. Two current members (Bruce Guenther and Claudia Bard Veich) said that they could not volunteer for another year. This creates two vacancies. Phyllis motioned that Diane Murray Kareha '73 and Tom More '91 be placed for nomination. Jesse seconded the nomination. Discussion included Cathleen's suggestion that regional diversity continue to be considered when selecting Director candidates. Motion carries unanimously.

Phyllis made the motion for officers to be renominated for a one-year term. Seconded by Kathy. No discussion. Carries unanimously.

Phyllis motions that new officers be nominated for one-year term. Kathy seconded Don Burden nomination. Unanimously carried. Jesse seconded the Troy Geesaman nomination. No discussion. Carried unanimously.

Committee also be requested that calls for nominations for the board be listed in Bullet Points. Kathy asked about when all these changes 'officially' take effect. Laurie informed the Board that Collation, is when it is officially voted on.

*President Blavatt welcomed Lex McMillan as a guest to the meeting.*

### **Awards and Admin committee**

Laurie Baty presented the Awards and Administration committee report.

The committee was charged by President Blavatt with discussion and recommending a process by which Directors may have the choice of changing committee assignments after a period of time. Advantages for rotation amongst Directors would be strengthening our own knowledge of the Board's work, increasing the Board's effectiveness, and simply having a little change. The cons of rotation would be that Directors will have an in depth understanding of the individual committees and better contribution of their work on them.

Thus, Laurie proposed the following Bylaw Amendment to the Gettysburg College Alumni Association Bylaws; Kathy seconded.

*Change from:*

Bylaw III. NOMINATION PROCEDURES AND ELECTIONS

#### A. Board Members

1. The Nominating Committee shall seek diversity in preparing a slate of nominees.

*Change to:*

Bylaw III. GOVERNANCE

#### A. Nomination Procedures and Elections

##### 1. Board Members

- a. The Nominating Committee shall seek diversity in preparing a slate of nominees.

#### B. Standing Committee Selection

1. There will be no more than eight people on any one standing committee.
2. At the fall Board meeting of each year, all Board members will be asked to indicate their first and second choices for standing committee assignment.
3. At their first meeting, newly elected Board members will rotate among the three standing committees meetings and will indicate their preferred choice of committee by the end of the Board meeting.

Discussion on this motion: Jesse questioned decisions on committee assignment will happen with everyone's preferences. Don questioned the possibility about losing valuable summer BOD work time if no decision on committee assignment is made until the fall. Newly elected board members would be replacing outgoing member/assignment with the understanding that this is a temporary thing, until the Fall meeting. This would slip into B3, then bump what was once B3 to B4. B2 could be that the President would make the decision. "the president will make the final appointments." Given the discussion, a vote was taken and the motion is defeated. Laurie instead makes the following new motion, with Kathy seconding:

Bylaw III. GOVERNANCE

#### A. Nomination Procedures and Elections

##### 1. Board Members

- a. The Nominating Committee shall seek diversity in preparing a slate of nominees.

#### B. Standing Committee Selection

1. There will be no more than eight people on any one standing committee.
2. At the fall Board meeting of each year, all Board members will be asked to indicate their first and second choices for standing committee assignment. The President will make the final appointments.
3. Newly elected Directors will replace an outgoing member on the standing committee.
4. At their first meeting, newly elected Board members will rotate

among the three standing committees meetings and will indicate their preferred choice of committee the end of the Board meeting.

Discussion revolved around how decisions for final committee assignments will be made and it was decided that the President will make final decisions. We do not want this to seem that Directors will be given unhappy committee assignments, however. Joe said that another option would be to have only those who want to change committees, say whether or not they want to move committees.

Motion carries unanimously. Joe will make changes to master Bylaws sheet.

*Jeff thanked Joe for the tour of the in-construction science center.*

*3.00 - 3.15 p.m. Super duper snack break*

Jeff drew attention to the purple agenda paper which was distributed around the table, which lists the future Board meeting dates:

Friday, October 18, 2002 Fall Meeting, Homecoming Weekend

Saturday, January 25, 2003 Winter Meeting Saturday,

February 1, 2003 *Alternate Winter Meeting Date*

Saturday, April 12, 2003 Spring Meeting

Joe had suggested to Jeff to have greater Board involvement in an alumni to alumni networking event-an event which might be helpful to alumni considering the worsening economy. We could have a brainstorming session, meet with Career Planning and Advising, and this would add new programs and enrichment for present and graduated students and enrich the college's reputation.

Kathy wondered aloud about how other colleges and universities do their Career Planning and Advising; some are very savvy. Don added that some alumni counseling is job-specific, vs. career specific. Phyllis asked whether Joe was thinking of anything in particular, such as mentoring, or something else. Kathy Krautter said that it would be interesting to meet other alumni who are in the same job as she is. Joe said that something akin to KARE might be in the works. Deb Weaver asked whether or not GAIN was set up for that purpose.

### **CNAV presentation**

Bill Wilson, from the IR department, came to the meeting to update the Board about recent changes to CNAV. He told Directors to re-request an account on CNAV v3.0, even if we had an account on v 2.2.7, since new accounts had to be created with the new system. Any alumni interested in forming an ad hoc for Web/CNAV area, which will give feedback for Bill Wilson, especially on privacy issues, should contact Jeffrey Blavatt. Kathy asked whether or not ad hoc meant that we could have non-Board members be on the committee, and Jeff said that is possible. A positive result of having non-Directors on this ad hoc, is that it might be a nice way to

recruit new members for the Board. Everybody could open a new 3.0 CNAV by the next Board meeting.

Meeting adjourned at 4.35 p.m.

Respectfully submitted,

Cathleen Bonner 94